BRITISH COLUMBIA

2000–2001
Annual Performance Report

MINISTRY OF MULTICULTURALISM AND IMMIGRATION

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BRITISH COLUMBIA

...B.C. is progressing positively in dealing with our ever more diverse population and...[the Ministry of Multiculturalism and Immigration] is playing an effective role in that progress. However, there is still much to be done...

A Brief Study about the Impact of Multiculturalism and Immigration Programs for BC

The Laurier Institution, March 2001

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Introduction

On February 29, 2000, the Government of British Columbia created the first free-standing Ministry of Multiculturalism and Immigration in Canada. The Minister of Multiculturalism also became responsible for the Equal Opportunity Secretariat, to direct and monitor the progress of employment equity in all government ministries and agencies, Crown corporations and provincially funded sectors such as schools and hospitals.

In addition to ensuring that B.C.'s public sector workforce is representative of the province's diverse population, the ministry also takes a lead role in promoting and implementing the BC *Multiculturalism Act* throughout the province. This Act recognizes the multicultural heritage and diversity in our society, promotes cross-cultural understanding and the elimination of racism, and encourages a society that achieves the full participation of all British Columbians in the economic, social, cultural and political life of the province.

The ministry also manages the impact of immigration in the province in order to maximize its social and economic benefits. Effective settlement programs and other strategies are essential to facilitate the integration of immigrants into B.C. society. Provincial input into federal immigration policy and programs has great importance, given that immigration has an impact on several ministries and communities throughout B.C.

There are definite social, cultural and economic benefits of multiculturalism and immigration. Multiculturalism is a "value added" resource in the workplace. It promotes inclusiveness and diversity which enhance an organizations capacity to develop, market and serve British Columbia and world markets.

Another important part of the ministry's work in building a multicultural society is to raise awareness about racism, and the efforts underway by all levels of government and local communities to help eliminate racism in B.C. This will help to ensure a society that is free of racism, where individuals treat each other with respect and dignity and where all British Columbians have equal opportunity to participate in all aspects of life in this province.

There continues to be considerable denial that racism exists. For people of colour, it is a daily occurrence.

–Victim of Racism/Activist

A Brief Study about the Impact of Multiculturalism and Immigration Programs for BC

The Laurier Institution, March 2001

Evaluation

EVALUATION OF MINISTRY PROGRAMS AND SERVICES

In February 2001, the Ministry of Multiculturalism and Immigration commissioned the Laurier Institution[1] to undertake a brief, independent study of the ministry's impact in B.C.

The Laurier Institution's research team examined the goals of the ministry and identified key questions with respect to each goal. Ten stakeholder groups were then contacted to provide input. Stakeholders included members of the business community, community groups, other ministries within the B.C. government, Crown corporations and partner groups such as municipalities, healthcare organizations and schools.

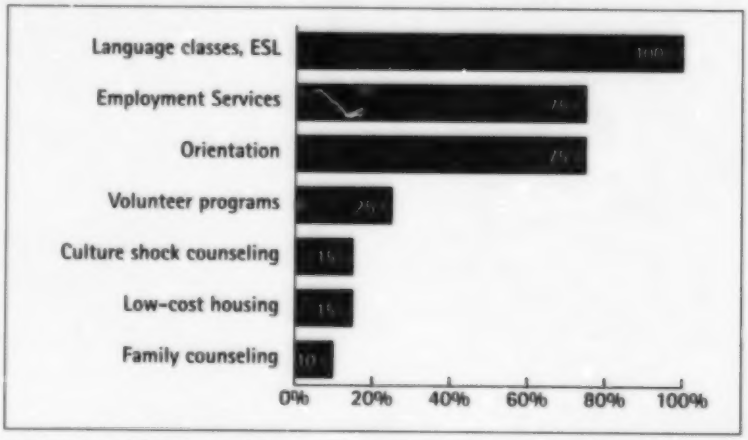
The study highlighted the ministry's success in promoting multiculturalism, eliminating racism and supporting immigration in B.C. Respondents indicated they value the work the ministry is doing and believe more services to support multiculturalism and immigration are available than ever before. Many agreed that B.C. is progressing positively in dealing with an increasingly diverse population and that the ministry has played a key role in that progress.

Respondent Profile

Business	12
Community groups (on immigrant settlement)	21
Community groups (on multiculturalism/anti-racism)	[illegible]
Individuals (members of the Provincial Advisory Council on Multiculturalism)	10
Ministries and Crown Corporations	14
Ministry of Multiculturalism and Immigration staff	16
New immigrants	28
Partners in health, education and municipalities	11
Victims of racism/anti-racism activists	6
Total	138

A Brief Study of the Impact of Multiculturalism and Immigration Programs for BC
The Laurier Institute, March 2001

Figure 1: What do you feel are the most important services to assist immigrants and refugees to integrate into the community?



A Brief Study of the Impact of Multiculturalism and Immigration Programs for BC
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All respondents indicated that they had seen improvements in the provincial public sector with respect to better serving a culturally diverse population. In addition, many felt the ministry played an important role in promoting institutional change within the public sector, including government itself, and educational, health and municipal bodies.

Representatives from other B.C. ministries and Crown corporations commented that they found the ministry's staff knowledgeable and helpful, citing that they appreciated the diversity training programs, keynote speeches and resources developed by the ministry.

Another important finding was the suggestion by many respondents that forming communication and direct liaisons with business, media and other non-direct stakeholders would increase the overall impact of the ministry. Several suggested that it is essential that the ministry continue a proactive dialogue with business leaders on the benefits of multiculturalism and immigration for B.C.

Language training, orientation (including service-linking) and employment related services were perceived as essential for immigrants to achieve social and economic integration and gain access to services. Respondents also mentioned culture shock training, volunteer opportunities, family counselling and low-cost housing as important services to assist immigrants or refugees in integrating into the community. Figure 1 illustrates services and the priority given by respondents.

The Laurier Report concluded that although changes in attitudes and behaviour are long-term processes and require concerted efforts from all sectors of society, the province is moving in the right direction. In addition, having a division of government responsible for multiculturalism and immigration is essential to promote the vision of "a harmonious society free of racism" and to "maximize the social and economic benefits of immigration."

[1] The Laurier Institution is a national, non-profit organization founded by business and community leaders in British Columbia to study the social and economic impact of cultural diversity; and to disseminate the results of those investigations for the public benefit.

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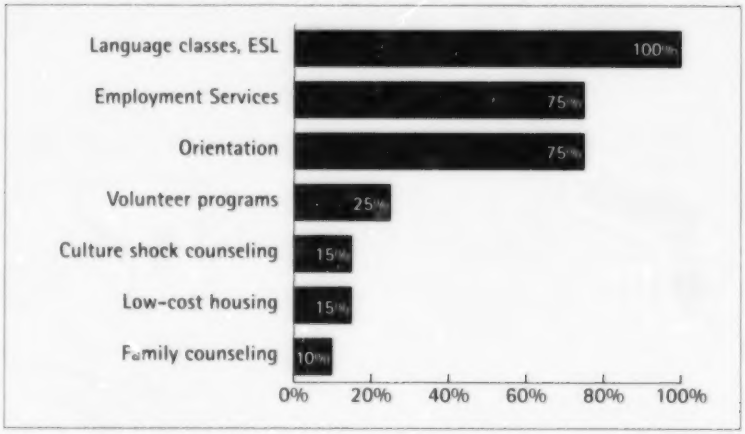

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At high school, there were ethnically divided parking lots and the school would not do anything about it... As a result of a multicultural youth camp, the kids made a video on anti-racism with the message "it's no longer cool to be racist." Diversity is now something to be valued. The culture of the school is changing.

–Educational Partner

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Highlights

MINISTRY DIVISIONS—SERVICE HIGHLIGHTS

Multiculturalism BC

Multiculturalism BC's mandate is to administer and implement the goals contained within the *Multiculturalism Act* of British Columbia, which includes cross-cultural understanding, organizational change, access to opportunities, the elimination of racism and the delivery of culturally responsive services. The division also:

- develops and coordinates the implementation of provincial multiculturalism policies and programs,
- supports the Inter-Ministerial and Crown Corporation Committee on Multiculturalism and the Advisory Council on Multiculturalism,
- works in partnership with public institutions and non-profit organizations to develop and implement initiatives in multiculturalism to better serve the needs of B.C.'s culturally diverse population, and
- addresses racism and promotes cross-cultural understanding through public education programs.

Highlights of Achievements

End Racism Awards

The End Racism Awards were created to recognize outstanding anti-racism initiatives across the province. The 5th annual End Racism Awards were held in Vancouver on March 15, 2001 to commemorate the International Day for the Elimination of Racism. The awards were presented to individuals, businesses and organizations who have shown leadership in working towards the elimination of racism in B.C. communities.

Over 250 participants attended the awards ceremony, which featured keynote speaker Jane Elliott, an internationally renowned anti-racism advocate. Eight awards and two honourable mentions were extended.

Institutional Change Initiatives

Four institutional change programs in Campbell River, Quesnel, Cranbrook and Terrace were supported in 2000/01. The goal of the Institutional Change Program (ICP) is to implement a multi-year plan to improve culturally responsive services and inclusive institutions such as schools, hospitals and police forces. Local partnerships involving government, public institutions and community organizations have been established to oversee these initiatives.

UN International Year of Mobilization Against Racism — Provincial Consultations

In preparation for the UN World Conference Against Racism to be held in South Africa beginning in August 2001, Multiculturalism BC, along with community partners, sponsored community consultations throughout the province. Six regional forums were held in Prince George, Kamloops, Castlegar, Nanaimo, Surrey and Penticton, involving over 300 participants. A provincial conference attended by 140 participants was held March 16, 2001 as part of the ministry's International Day for the Elimination of Racism events, to review issues and confirm recommendations on eliminating racism in B.C.

Advisory Council on Multiculturalism

In June 2000, the Minister appointed a new Advisory Council on Multiculturalism to advise the ministry on issues related to anti-racism and multiculturalism. Multiculturalism BC, which acts as the secretariat to the council, assisted with three council meetings and promoted council recommendations within government.

Multiculturalism Week February 11 – 17, 2001

Multiculturalism Week 2001 was officially proclaimed by the B.C. government to promote the celebration and understanding of multiculturalism and its contributions to the province.

Activities during the week highlighted the ongoing programs and efforts throughout the year, which promote multicultural objectives.

Business Case for Diversity Forum

As part of Multiculturalism Week activities, Multiculturalism B.C. organized the 2nd annual Business Case for Diversity Forum on February 15, 2001. The forum highlighted private sector responses to supporting multiculturalism and diversity in British Columbia. Over 160 people participated in the event, co-sponsored with four corporate partners.

The Heritage Languages Program provides British Columbians with opportunities to learn a language that will be a marketable skill in B.C.'s global economy.

Community Liaison Division

The Community Liaison Division provides a community based focus for the B.C. government's funding programs and initiatives related to cross-cultural understanding, anti-racism and the successful settlement of newcomers. The division works in partnership with non-profit community organizations, government ministries and private funding bodies to achieve the B.C. government's multicultural objectives.

Key programs and initiatives administered by the ministry through the Community Liaison Division are listed below, with total 2000/01 funding for grants and contributions.

Highlights of Achievements

Heritage Languages Program

The Heritage Languages Program was first introduced in 1989 and provides funding to B.C. language schools that offer language instruction not available through provincial education programs. Heritage language education supports newcomer integration, bridges intergenerational gaps, enhances students' learning capacity, strengthens family ties and helps to sustain cultural identity.

Funding for heritage languages has been increased for fiscal year 2001/02 in response to an increase in requests from heritage language schools in B.C.

- In 96/97, 134 schools were funded for instruction in 19 languages to about 17,000 students.
- In 99/00, 154 schools were funded for instruction in 26 languages, serving 20,000 students.
- In 2000/01, 166 schools were funded for instruction in over 26 languages, serving 20,500 students.

The Heritage Languages Program provides British Columbians with opportunities to learn a language that will be a marketable skill in B.C.'s global economy. This program also supports and implements the values of the provincial *Multiculturalism Act* that works to eliminate racism in B.C.

B.C. Settlement and Immigration Program (BCSIP) Funding

Under the Canada-British Columbia Agreement for Cooperation on Immigration, the federal government transfers funds to B.C. for the delivery of settlement and adult language training services. B.C. received $46.9 million in 2000/01. The program budget for the fiscal year was approximately $30 million.

Funding for 2000/01 was provided through three streams:

- Stream 1 – Information and Support Services
- Stream 2 – Community Bridging Initiatives
- Stream 3 – English Language Services for Adults

In 2000/01, the ministry received 183 funding submissions from 55 non-profit organizations totalling $6,456,961 for orientation, interpretation, referral and community bridging services.

MMI Grants/Contributions 2000/01

B.C. Settlement and Integration Program	
• Information and Support Services	$4,338,000
• Community Bridging Initiatives	640,000
• English Language Services for Adults	21,823,000
• Sectoral Support, Service Coordination	502,000
Heritage Language Program	170,000
B.C. Anti-racism and Multiculturalism Program	1,001,000
Multiculturalism Week/March 21–Day for the Elimination of Racism	70,000
Operational Support	750,000
Institutional Change	242,000
Low Wage Compensation	1,700,000
Total	**$31,236,000**

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Of the 183 submissions, 178 were recommended for funding, totalling $4,978,000. Needs identified through the review process included isolated women and children, refugee health and co-ordination of services, underemployment and poverty. Settlement and integration services for African communities, Chinese refugee claimants and service needs in the Surrey community were also highlighted.

The ministry intends to enter into continuing service agreements with 47 eligible service agencies that provide settlement services under the program in September 2001.

Low Wage Compensation

Low wage compensation addresses the inequity of wages within the immigrant settlement sector, thus enhancing the salary and benefit level of unionized and non-unionized immigrant settlement workers.

The ministry has determined that agencies providing immigrant services under BCSIP Streams 1, 2 and 3 are eligible for salary compensation.

Through negotiation, the province has agreed to compensate the sector at the following increments:

- 5% salary increase effective February 1, 2000
- 5% salary increase effective April 1, 2000
- 5% salary increase effective October 1, 2001
- 2.5% benefit increase effective April 1, 2001
- 9% salary increase effective October 1, 2001 and
- 8% salary increase effective October 1, 2002 (pending Treasury Board approval for 2002/03 fiscal year)

The immigrant settlement service sector is very supportive of the initiative. It has addressed a number of indicators of low wages within the sector over the past number of years. Indicators include:

- limited and unchanging levels of government program funding despite inflation,
- tight federal government restriction on wage increases during the last five years,
- greater service demand due to increase poverty, immigration from non-traditional source countries and widening service gaps in broader government and community services, and
- high representation of immigrant, visible minorities and women employed in the settlement service sector.

Immigration Policy Division

The Immigration Policy Division develops provincial policy based on sound research that supports the government in achieving its goals in immigration and settlement. Responsibility for immigration is shared between the federal and provincial governments. Citizenship and Immigration Canada (CIC) maintains overall authority for the selection and admission of immigrants to the country, while the Immigration Division coordinates all provincial immigration matters. The division also:

- develops, coordinates and promotes British Columbia policies and programs across government to maximize the social and economic benefits of immigration and
- consults with ministries affected by immigration.

Highlights of Achievements

Business Immigration Pilot Project

British Columbia receives a higher percentage of business immigrants than most other provinces. The Business Immigration Pilot Project is designed to assess whether attendance at provincial seminar improves the economic performance of prospective or landed immigrant entrepreneurs, and whether it should become part of the formal national assessment criteria for business immigrants.

Approximately 800 prospective immigrant entrepreneurs have attended provincial business orientation seminars since the pilot began in June 1999, and an additional 300 landed business immigrants have attended seminars to assist them in removing their designated terms and conditions. An evaluation of the Business Immigration Pilot Project will be completed in August 2001.

Provincial Nominee Program

The B.C. Provincial Nominee Program (PNP) allows the province to increase the economic benefits of immigration, based on labour market conditions and economic priorities, by nominating up to 1,000 skilled immigrants and their families for expedited immigration up to May 19, 2003. PNP is part of the Agreement for Canada-British Columbia Co-operation on Immigration and is based on critical skill shortages needs and economic benefits to B.C.

Approval to implement the program was obtained in October 2000. The first phase of the program addresses the critical need for nurses in the province as part of B.C.'s Health Action Plan under the Ministry of Health. The Ministry of Multiculturalism and Immigration is responsible for administering the program.

The program will be expanded in 2001 to include other private sector professions including the aerospace and high-tech industries.

Foreign Qualifications Initiative

Foreign Qualifications is another ministry initiative to address the difficulties foreign-trained professionals experience in securing recognition of their qualifications, skills and work experience.

The initial launch of the initiative was held March 12, 2001, announcing more resources to help foreign-trained workers get their qualifications recognized and open opportunities for more meaningful jobs in B.C. With increased global competition for skilled workers, an accessible and streamlined system for recognizing foreign qualifications is key to attracting and retaining people.

A new foreign qualifications unit will make further gains in this area. A pilot program to provide support for foreign-trained engineers was announced as the initial activity of the new unit. The unit will work with other levels of government, regulatory bodies, employers and community organizations to identify other priority

I am aware of studies that show the practical contributions immigrants make to our economy. We need skills desperately. We can no longer attract people from the rest of Canada. Immigration is going to be key not just to economic growth, but to keep our economy from shrinking.

–Business Respondent

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professions and trades that will benefit from a program like the professional engineers' pilot.

Management Services Division

The Management Services Division provides operation and program support by providing budget and financial management, personnel administration, human resource and facility planning, information access, records management and information technology services.

In addition management services supports corporate activities such as performance planning, performance management and accountability, training and development, service quality, equity planning, employee recognition, health and safety and mentorship.

Highlights of Achievements

- Successful transition from a department of the Ministry of Attorney General to the free-standing Ministry of Multiculturalism and Immigration.
- A Workplace Innovation and Award newsletter was produced, focusing on government's formal recognition programs. The newsletter also promoted the ministry's informal recognition and award ideas, workplace innovation, wellness and events. Readership includes all ministry employees and the Public Service Employee Relations Commission (PSERC). On the whole, reward and recognition programs and initiatives have taken a higher profile with ministry staff, with increased involvement and ideas.
- A draft Employment Equity Action Plan was developed in consultation with the Equity Committee, including innovative ideas for removing barriers and ensuring diverse groups are not only attracted to the ministry as an "employer of choice," but are also retained.
- The Management Services Division was responsible for developing the ministry's Performance Plan (2001-2004). Planning for the document took place throughout 2000/01 with cross-ministry input and creative input of the Core Management Team.

Communications Branch

The ministry's Communications Branch works to increase the public's awareness, understanding and support of the social and economic benefits of multiculturalism and immigration to B.C.

The branch provides the news media and public with information and support on the ministry's programs, policies and activities. In addition, Communications provides the Minister and ministry program staff with media relations, event planning and coordination, speechwriting and related communications services and support.

Highlights of Achievements

- Event planning/participation in Chinese New Year activities (February 2001).
- Co-ordination, production, and announcement (including news conference) of Live Violence Free anti-racism radio and television ads, in partnership with the B.C. Association of Broadcasters (March 2001).
- Announcement (including news conference) of new foreign qualifications pilot project with professional engineers and creation of the Foreign Qualifications Support Unit, in co-operation with Citizenship and Immigration Canada (March 2001).
- Event co-ordination, speechwriting and media relations for Multiculturalism Week 2001 (February) and the International Day for the Elimination of Racism 2001 (March 21, 2001)

Equal Opportunity Secretariat

The Equal Opportunity Secretariat (EOS) advocates for employment equity in the public sector, monitors its progress and works with the public sector and communities to meet the changing demands and needs of an increasingly diverse British Columbia.

The work of the EOS helps to ensure that no one is denied an opportunity to compete for government jobs for reasons other than their knowledge, skills and ability.

Highlights of Achievements

Community Partners Program

Community Partners is a four-year, $15 million initiative that provides registered non-profit societies access to capital construction grants, with a maximum award of up to $1 million. The second component is earmarked for non-capital initiatives that promote the themes of multiculturalism and anti-racism, with a maximum award of up to $25,000. Applicants are eligible for up to 50 per cent of total project costs through the Community Partners Program.

The program was announced in February 2001, and in the first few months of operation, almost 200 applications were received totalling more than $33 million.

It is anticipated that community interest in the program will remain high.

B.C.'s Progress on Employment Equity

Government is making steady progress in its implementation of employment equity policies and practices. Significant progress was been made in the hiring of auxiliary employees during 2000-01. Hiring of aboriginals increased by nearly nine per cent, visible minorities by 12 per cent and persons with disabilities by 2.5 per cent.

While some progress has been made, aboriginals, persons with disabilities and visible minorities remain under-represented in the public sector. EOS will continue to work with all of its stakeholders to increase access of equity groups to government policies, programs and services, including access to public sector employment.

Community Support for Employment Equity

Collaborative Vision is one of many initiatives aimed at promoting employment equity within aboriginal communities. Initiated through the assistance of the Partners in Equal Opportunity Fund, the project provides workshops on topics such as resume writing, cover letters and the interview process to aboriginal people interested in public sector employment.

The Collaborative Vision Society—a non-profit, proactive network of aboriginal organizations and government agencies—has organized networking opportunities for human resources managers from government ministries and aboriginal people in the interior of British Columbia.

Equal Opportunity in Business Roundtable

The United Chinese Community Enrichment Services Society (SUCCESS), in partnership with the EOS, has launched the Equal Opportunity in Business Roundtable for senior government officials and business leaders of the major Chinese business associations.

The purpose of the roundtable discussion is to identify the major concerns and issues relating to equal opportunity in business information, government employment, and government purchasing. Topics of discussion include trade assistance, working better with trade associations and strengthening the expertise of roundtable participants. The discussion group also seeks recommendations on creating programs to promote equal access to business information, government employment and purchasing that best reflect the interest of the community.

The first roundtable discussion was held January 21, 2000, followed by two roundtable meetings on February 23 and March 15, 2001, respectively.

While some progress has been made, aboriginals, persons with disabilities and visible minorities remain under-represented in the public sector.

...Unfortunately, there is just as much racism today and we must do all we can to combat it. As the richness of our cultural mix increases, so does intolerance.

–Citizen, and Member of the Advisory Council on Multiculturalism

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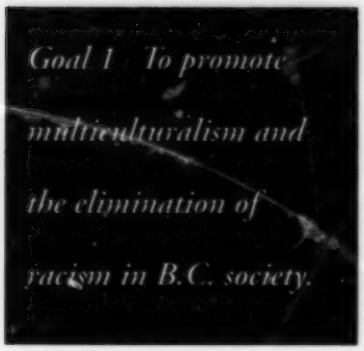
Goals

MULTICULTURALISM AND IMMIGRATION – GOALS, OBJECTIVES AND STRATEGIES



Objective: To reduce racism and discrimination in B.C. society

Strategy:

- Administer anti-racism and multiculturalism funding programs
- Identify, research and present best strategies to eliminate racism
- Promote cross-cultural understanding through public education programs
- Develop and implement an evaluation framework to monitor results and assess the impact of the B.C. Anti-racism and Multiculturalism Program funding

Performance Measures/Target Analysis:

Under the B.C. Anti-racism and Multiculturalism Program (BCAMP), 57 programs were funded to address issues of anti-racism and diversity within the province. The projects were delivered through registered not-for-profit organizations. While the total number of projects was down from the previous year, there was more focus on community building and reaching a wider spectrum in the community. Public education and community building initiatives were targeted at groups such as youth, visible minority women and community service organizations, through printed material, the web, the media, theatre and public forums. Community partners reported behavioural changes in participating communities as part of the ongoing evaluation. Another success indicator was in the partnerships that were built between mainstream, multicultural, immigrant settlement agencies and aboriginal groups.

In preparation for the 2001 UN World Conference Against Racism in South Africa, five regional consultations and a provincial aboriginal consultation were held throughout B.C. A final provincial conference to review issues and confirm recommendations was held on March 16, 2001, as part of the ministry's commemoration of the International Day for the Elimination of Racism. Approximately 500 people participated in the consultations.

The findings and recommendations from the regional and provincial consultations identified the need for Multiculturalism BC to assume a leadership role in promoting multiculturalism, cross-cultural understanding and the elimination of racism. Multiculturalism BC staff are analyzing the outcomes and recommendations and are developing a framework action plan to be used to guide its business planning and anti-racism work in 2001/02.

These efforts also supported Multiculturalism BC's commitment to assist public institutions in delivering culturally responsive programs and services. The division continued to identify issues, respond to emerging anti-racism needs and develop research on effective strategies for action. Several significant research papers and resources were commissioned to support provincial institutional change and anti-racism programs, including:

- *Prejudice Reduction, Research and Implications,*
- *Effective Factors in Promoting Institutional Change,*
- *A Framework for Diversity, Multiculturalism, Human Rights, and Employment Equity,*
- *Resource Manual in Multiculturalism, Benchmarks and Indicators of a Culturally Responsive Ministry and Crown Corporation,* and
- the ministry's web-based resource, Multicultural Profiles of B.C. Communities.

The 5th Annual End Racism Awards were held on March 15, 2001 to recognize outstanding anti-racism initiatives and strategies throughout B.C. 250 participants attended the awards ceremony to acknowledge the efforts of eight recipients. Two honourable mentions were also noted.

Despite the efforts of the ministry and its partners, racism continues to impact individuals and communities throughout B.C. In its efforts to eliminate racism, the ministry offered support, expertise and administration of the B.C. Anti-racism and Multiculturalism Program (BCAMP) and the Institutional Change Program (ICP).

Where instances of racism persisted, Multiculturalism BC provided support through mediation, facilitation and the creation of proactive solutions for prevention and community response. Education and public awareness are key components of any anti-racism initiative, and Multiculturalism BC hosted anti-racism forums and provided print materials such as the *Schools Responding to Racism* guides, issue-specific posters and videos to support the efforts of local organizers.

Many of these anti-racism and anti-discrimination initiatives involved youth. Youth play an important role in our schools and communities through peer support programs, peer training to address racism and discrimination and the creation of anti-racism committees. To support these efforts, Multiculturalism BC provided financial contributions to the British Columbia

Institute of Technology (BCIT) and Vancouver Community College (VCC), in conjunction with student associations, to each deliver a series of anti-racism initiatives. These initiatives, to be completed by June 2001, were established to gain access to post-secondary students and increase awareness of issues affecting them in the areas of multiculturalism and anti-racism. BCIT's web-based component and VCC's efforts to engage First Nations communities are both serving to create avenues for cross-cultural dialogue and direct action in these institutions.

Objective: To promote public awareness of multiculturalism and anti-racism benefits

Strategy:

- Co-ordinate aboriginal youth anti-racism initiatives
- Provide information and outreach at public events
- Sponsor Multiculturalism Week; conduct three regional forums; develop promotional materials

Performance Measures/Target Analysis:

Multiculturalism BC has identified the need to facilitate dialogue between aboriginal and non-aboriginal communities to build cross-cultural understanding and to address their unique experience of racism and discrimination. Understanding that youth issues remain an important area of concern for all communities, two initiatives were funded through the Institutional Change Program: to increase awareness of First Nations cultures, and to support a youth forum for aboriginal and non-aboriginal students.

In 2000/01, Multiculturalism BC participated in a First Nations school forum held at the Vancouver Aboriginal Friendship Centre, organized in partnership with the Vancouver School Board First Nations Steering Committee. Twenty-nine recommendations on pro-active initiatives on aboriginal education were developed at the session and Multiculturalism BC is taking an active role in stewarding these initiatives.

Public education initiatives were also delivered in several B.C. communities, including four Institutional Change Programs in Campbell River, Quesnel, Cranbrook, and Terrace. These programs assisted in the creation and implementation of multi-year strategies to improve culturally responsive services and inclusive institutions for the selected communities. Local partnerships involving government, public institutions and community organizations were established to oversee these initiatives.

To provide a provincial context for these activities, 17 presentations were held across B.C. covering a variety of strategies for proactive community action. A multicultural youth team was also supported in providing public education, through theatre-sports, on cross-cultural understanding.

A highlight of the division's public education campaign was found in the 2nd Annual Business Case for Diversity Forum, held as part of Multiculturalism Week (February 11-17, 2001). The forum highlighted private sector business responses to supporting multiculturalism and diversity. With more than 160 participants and co-sponsorship from four corporate partners, the business forum targeted the private sector's growing interest in maximizing business and operational needs through the promotion of cultural diversity.

Objective: To work with Ministries and Crown corporations to implement goals of the *Multiculturalism Act*.

Strategy:

- Chair Inter-Ministerial and Crown Corporation Committee on Multiculturalism
- Develop and co-ordinate provincial multiculturalism policies and programs
- Publish annual report on multiculturalism
- Develop a diversity self-assessment tool for ministries and Crown corporations
- Act as Secretariat to the Advisory Council on Multiculturalism

Performance Measures/Target Analysis:

Systemic barriers and equitable access to services are other aspects of racism that are addressed through the Institutional Change Program (ICP) and work within ministries and Crown corporations.

In partnership with Royal Roads University and with the assistance of an advisory committee of ministry and Crown corporation representatives, Multiculturalism BC developed and delivered a new Leadership in Diversity program. The six-month program, with on-line and residential components, was delivered to 38 managers to develop both their leadership skills and their ability to steward institutional change within government.

Multiculturalism BC held the 2nd Working Forum on Multiculturalism for Ministries and Crown Corporations in September 2000 to promote the systemic implementation of multiculturalism initiatives. The forum attracted more than 160 government executives and managers who participated in reviewing best practices and strategies in promoting multiculturalism. The program was held in conjunction with the 2nd Annual Multiculturalism Awards, in which 20 ministries and Crown corporations were recognized for their important contributions.

Multiculturalism BC continued to work with ministries and Crown corporations by chairing three sessions of the Inter-Ministerial and Crown Corporation Committee on Multiculturalism and guided their efforts to provide support and co-ordination on multiculturalism initiatives. In addition to this sectoral support, the division provided direct consultation services to several ministries and Crown corporations including BC Hydro, BC Buildings Corporation, ICBC and the Ministry for Children and Families.

Under the *Multiculturalism Act*, ministries and Crown corporations submit a report to the Minister every May 31st outlining their initiatives in support of the Act. Multiculturalism BC received annual reports from 23 ministries and 13 Crown corporations

detailing their support for multiculturalism initiatives. These documents were compiled in an omnibus report *1999-2000 Report on Multiculturalism: Government of British Columbia.*

Multiculturalism BC also develops resources for use by ministries and Crown corporations to assist their efforts in implementing diversity initiatives. A *Resource Manual for Ministries and Crown Corporations,* was made available through the division in April 2000, detailing the elements essential to produce a culturally responsive organization. The resource manual will be updated to include additional resources produced by Multiculturalism BC for release in 2001/02.

The *Multiculturalism Act* provides for an advisory council on multiculturalism to advise the Minister on issues related to anti-racism and multiculturalism. Twenty-five council members, representing communities across the province, were appointed by Order in Council for a three-year period beginning July 2000. Multiculturalism BC acts as the Secretariat to the Council, assisting with council meetings and promoting council recommendations within government.

Four advisory council meetings are planned each year, with three successfully completed in July 2000, September 2000 and February 2001. The advisory council, through Multiculturalism BC, issues a standing invitation to the Minister to attend meetings. This provides an opportunity for them to give progress reports and discuss community issues. The *1999-2000 Advisory Council on Multiculturalism Report and Recommendations* was received and acknowledged by the Minister during a reception held for members on July 29, 2000. The Ministry of Multiculturalism and Immigration has taken action towards many of the recommendations.

Goal 2

To achieve the social and economic integration of immigrants to B.C. and equitable access to services for all British Columbians.

Objective: To ensure settlement services for new immigrants are available in B.C. communities

Strategy:

- Administer and deliver the B.C. government's funding program and initiative related to the successful settlement and integration of newcomers: B.C. Settlement and Integration (BCSIP) and the B.C. Organization Support Program (OSP)

Performance Measures/Target Analysis:

Under BCSIP Stream 1, (Settlement Services), 167 applications for service delivery were received from registered not for profit organizations and 162 were funded. Services are delivered throughout the province and include settlement and integration services for immigrants and refugees. These services include information, settlement counselling, referral and interpretation. Groups served through this funding included men and women, children, seniors and youth. Under BCSIP Stream 2, (Host and Buddy Program), 16 services were funded. The Host and Buddy program matches newcomers to volunteers to assist in the effective settlement and integration of newcomers to Canada. Within Stream 3, English Language Services for Adults (ELSA), 61 colleges, private training institutions and registered not-for-profit organizations were funded to deliver ELSA Levels 1 through 3. These English language services provide the bridge of language acquisition in a new home and culture, and are an integral part of the settlement and integration process.

Enhanced monitoring/evaluation tools were developed to assess the outcomes of these programs. The ministry's Community Liaison Division (CLD) worked with its community partners to identify behavioural and other success indicators that demonstrate services were achieving settlement and integration outcomes. Feedback indicated that immigrants were successfully acquiring English language skills, gaining knowledge of Canadian norms, values, service and systems, developing supportive social networks and confidence and ability to access broader community services and pursue further education or employment.

Under Stream 4, (Sectoral Support), 16 initiatives were funded to support sectoral development. Strategic planning and service coordination within the sector were enhanced through ongoing support for the coalition of settlement agencies, the Immigration Integration Coordinating Committee (IICC) and the B.C. Settlement and Integration Workers Association (BCSIWA), and the creation of a new network of English Language Service Providers (ELSA Net). Enhancement of service delivery and service quality was also achieved through ongoing support to the Centre for Canadian Language Benchmarks, and specific initiatives that provided training to ELSA childminders, developed ELSA curriculum, tested the workplace-based occupational competencies tool and facilitated the labour market integration of immigrants through a community-based approach.

Through the Operational Support Program (OSP) 27 non-profit organizations were funded to cover overhead costs.

Objective: To develop and implement initiatives to better serve the needs of B.C.'s culturally diverse population

Strategy:

- Establish partnerships with post-secondary institutions, school districts, municipal governments, public institutions and health boards to develop and implement multiculturalism and anti-racism policies, programs and services
- Complete and publish a diversity self-assessment tool for ministries and Crown corporations.
- Administer and deliver the B.C. government funding programs and initiatives related to Institutional Change and Heritage Language

Performance Measures/Target Analysis:

Multiculturalism BC provides advice, expertise, and support to public institutions in promoting multiculturalism, the elimination of racism, and the delivery of culturally responsive services. Through these activities, the division has established a number of partnerships with post-secondary institutions, school districts, municipal governments, police departments and health boards.

Institutions play a crucial role in delivering services to British Columbia's diverse communities. This diversity requires that these services be delivered in a culturally responsive manner and that public institutions be inclusive of all British Columbians. Multiculturalism BC recognizes that creating lasting institutional change involves providing leadership and support to public institutions and their host communities through each phase of activity. To meet this requirement, each year the division targets different regions within the province to steward change through systemic initiatives and issue-specific programming. In 2000/2001, 33 public institutions were contacted in Campbell River, Cranbrook, Quesnel and Terrace for potential partnerships and activities.

Multiculturalism BC supported these institutions through the process of organizational change. Assistance provided included a resource guide to multicultural institutional change tools for various sectors, initiating meetings for institutional change stakeholders, and sharing research on the impact of institutional change initiatives in three school districts.

The initiatives supported through ICP will change the institutional climate for the selected communities by delivering the following:

- executive commitment to multiculturalism/anti-racism from governing bodies and senior management,
- the creation of multicultural and anti-racism policies embracing all areas of institution's operations,
- management action plans,
- evaluative processes incorporating multicultural/anti-racism objectives, and
- education, training and adequate resources to support lasting change.

Multiculturalism BC also supported the *Multiculturalism Act* through the creation of:

- materials communicating the role of the treaty process, particularly in regard to the elimination of racism,
- a Super Cultural BC business training program, and
- strategic responses to incidents of racism throughout the province.

In 2000/2001 the ministry provided funding through its Heritage Language Program to 166 schools, an increase from 1999/00 to a total of $192,305. Over 20,000 youth, province-wide, received instruction in 30 languages. It is anticipated that these students will be able to develop an increased understanding of their cultural heritage, an increased level of self-esteem and ability to better communicate in a global environment in the future.

Objective: To reduce barriers to settlement and integration for vulnerable immigrant groups

Strategy:

- Research and develop projects to implement strategy on the settlement needs of vulnerable groups

Performance Measures/Target Analysis:

The ministry continues to respond to the needs of newcomers experiencing vulnerability. All newcomers are disadvantaged to some extent in the short-term by the immigration process. However, some experience heightened vulnerability because of a combination of race, gender, age, health, and immigration status. The ministry is developing a comprehensive strategy to address these needs, in addition to its settlement and anti-racism programs. A target of March 2001 was set for completion of the strategic plan. However, because of the need for more research and consultation, the target was not met. Some progress has been made in identifying factors that contribute to heightened vulnerability experienced by some immigrants. Consultation has occurred with other ministries developing related plans and the Ministry of Multiculturalism and Immigration is proceeding to develop its strategic plan.

Goal 3

To maximize the social and economic benefits and minimize fiscal costs of immigration to B.C. society.

Objective: To ensure that B.C.'s goals in immigration and settlement and integration of immigrants are met

Strategy:

- Implement the *Canada–British Columbia Agreement for Co-operation on Immigration*
- Conduct quarterly Program Management and Policy and Planning Committee meetings as per the agreement
- Implement Annexes A-G of the agreement
- Secure adequate, stable and ongoing settlement funds from the federal government

Performance Measures/Target Analysis:

During 2000/01 the ministry continued to focus on the implementation of the *Canada–British Columbia Agreement for Co-operation on Immigration* with Citizenship and Immigration Canada (CIC). The ministry's objectives for the agreement are largely on target and its partnership with CIC, based primarily on roles and responsibilities set out in the agreement, continues to develop positively. As a result, the ministry has been able to represent B.C.'s interests well bilaterally and, at the many federal-provincial forums and working groups in place to consult the provinces and territories on immigration legislation, policy and programs.

Progress has been made on implementing each of the annexes that contain the specific agreement commitments:

- B.C. continues to deliver settlement services as per Annex B. In 2000/01 B.C. received $46.9 million dollars from CIC for the delivery of these services.
- In December 2000, the ministry received approval to implement a provincial nominee program (Annex C). Initial implementation was focused on nurses, and a component to support other sectors will be ready for implementation in the first quarter of 2001/02.
- Under Annex D the business immigration pilot program continued in partnership with the Business Immigration Office (BIO) in the Ministry of Employment and Investment.
- Under Annex E, the ministry continues to work with CIC and the Ministry of Social Development and Economic Security to implement a family sponsorship default program aimed at ensuring that sponsors of family class immigrants meet their obligation to support those family members they have sponsored.
- Annex G, which sets out the information sharing arrangement between Canada and B.C. necessary for the program to work, will be re-negotiated in April 2001.
- The Landed Immigrant Data System (LIDS) continues to be shared under Annex F of the agreement. LIDS provides a wealth of demographic information on immigrants at landing that supports research on the social and economic impact of immigration on B.C. and the planning of services.

The deputy minister-level Policy and Planning Committee held its annual meeting in January 2001. The Program Management Committee, responsible for managing implementation, of the Canada-B.C. agreement met quarterly to review progress on each of the annexes of the agreement, as well as the agreement overall. This committee continues to function effectively and implementation of the various annexes to the agreement continues to progress well, as all subcommittees responsible for implementation have been active.

A formula for secure, adequate, stable and ongoing funds from the federal government was completed. It provided B.C. with 27 per cent of the national funding total (funding for Quebec under the federal-provincial agreement is not subject to this formula).

In 2000/01, research on the potential for including a factor that considers the movement of immigrants between provinces (referred to as secondary migration) into the national funding, was initiated.

Objective: To analyze the impact of federal legislation and policy changes on areas of provincial responsibility and develop provincial responses.

Strategy:

- Inter-ministerial co-ordination on key issues
- Conduct meetings of Inter-Ministerial Working Group on Immigration (IMWGI)
- Develop provincial response(s) to federal legislation and policy changes

Performance Measures/Target Analysis:

While the Inter-Ministerial Working Group on Immigration (IMWGI) did not meet formally in 2000/01, consultation took place on a regular, as required basis. The value of the standing committee concept will be reassessed in light of the need for ongoing and frequent inter-ministry co-ordination.

Bill C-31 *Immigration and Refugee Protection Act* was introduced in Parliament in April 2000 and died on the order paper when the fall federal election was called.

Although there was no opportunity for B.C. to provide written responses to Bill C-31, ministry staff participated in several forums where provincial input was provided. Provincial positions were developed in consultation with affected ministries and included:

On March 12, 2001, the ministry announced the establishment of a new foreign qualifications unit to address difficulties experienced by immigrants in having their foreign-gained qualifications recognized by B.C. employers.

- new refugee, skilled worker and business immigration selection criteria;
- changes to family class definitions and sponsorship requirements; and
- the application of medical admissibility criteria.

Bill C-11 was re-introduced in February 2001 and further provincial input is planned.

Objective: To increase immigrant access to professions and trades

Strategy:

- Improve overseas labour market information for immigrants
- Continue labour market pilot project(s) in additional trades and professions to provide opportunities for immigrants in a specific profession or trade
- Complete evaluation of accreditation services
- Evaluate, update and distribute more overseas labour market posters and brochures

Performance Measures/Target Analysis:

Addressing issues related to the labour market continued to be a high priority for the ministry in 2000/01 and targets in this area were largely met. A provincial nominee program (PNP) was established to help employers meet skill shortages in the public and private sectors through immigration, in sectors and occupations where a permanent resident of Canada cannot be found to meet the employer's needs. As a complement to the temporary Foreign Worker Program administered by Human Resources Development Canada (HRDC), PNP nominates skilled immigrants with employment offers for expedited permanent resident application processing. The objective is to meet employers' needs as quickly as possible while the integrity of the immigration system is maintained.

The Ministry of Multiculturalism and Immigration also worked to mitigate barriers to the labour market faced by immigrants resulting in both under employment and unemployment. As a key participant on the Access Committee for Foreign Trained Healthcare Workers, the ministry worked with partners in the health care sector including the Ministry of Health, unions and employers, to establish pilot projects to improve access to the nursing profession for underemployed, foreign-trained nurses living in B.C. To support transition into nursing, an assessment tool is being developed to determine what specific upgrading is required; the language test currently in use is being reviewed for its appropriateness; and, a bridging program offering orientation to the health care system, language training, and clinical placements has been established. Financial support for interim licensing and registration costs is under consideration.

On March 12, 2001, the ministry announced the establishment of a new foreign qualifications unit to address difficulties experienced by immigrants in having their foreign-gained qualifications recognized by B.C. employers. The unit will work closely with regulatory and licensing bodies to facilitate the evaluation of qualifications for foreign-trained workers while professional standards continue to be met. The unit will also work with existing agencies like the International Credential Evaluation Services body at B.C.'s Open Learning Agency to support it in meeting the needs of immigrants who require their service. As well, the unit will work with employers to support the opening up of employment opportunities for foreign-trained professionals to gain their first Canadian work experience so valued by employers and often necessary for licensing. A pilot project in partnership with CIC, HRDC, Ministry of Advanced Education, the Association of Professional Engineers and Geoscientists of B.C. and the Canadian Council of Professional Engineers to provide support to foreign-trained engineers is the primary initial activity of the new unit.

Objective: To clarify roles and responsibilities with the federal government for costs and services to refugee claimants

Strategy:

- Respond to and monitor impact of changes to the refugee determination process
- Develop a proposed agreement annex on refugee claimants
- Secure compensation for costs of services for extraordinary movement of immigrants

Performance Measures/Target Analysis:

The *Canada–British Columbia Agreement for Co-operation on Immigration* establishes a commitment by Canada and B.C. to establish a new annex that outlines roles and responsibilities for the provision of services to refugee claimants arriving in B.C. The ministry had set a target of March 2001 for completion of this annex. This target was not been met although some progress was made. The ministry held consultations with all affected ministries to co-ordinate and solidify provincial objectives in this challenging federal-provincial policy area. Initial discussions were also held with CIC through the Refugee Claimant Subcommittee. The ministry will continue to pursue a completed annex in 2001/02.

Objective: To promote economic immigration to attract greater numbers of skilled and business immigrants

Strategy:

- Prepare and present to CIC provincial input on skilled worker and business immigrant selection criteria
- Propose new program pilots: Provincial Nominee and Business Immigration 2nd Phase
- Prepare and present to CIC provincial response to new Temporary Worker Program

Performance Measures/Target Analysis:

Although targeted for 2000/01, a response to the new Temporary Worker Program was not prepared and presented because further consultation was required with other provincial ministries. It remains on the ministry agenda for 2001/02 after further consultations with provincial ministries.

The ministry has been very involved with other aspects of the temporary worker movement, including those associated with the Live-In Caregiver and Provincial Nominee programs and has had discussions with CIC and HRDC regarding the broad redesign. Consultations are occurring with other ministries and a response to CIC is expected by July 2001.

In December of 2000, the Ministry of Multiculturalism and Immigration received approval to implement a Provincial Nominee Program, for which authority is provided under Annex C of the agreement. The ministry began implementation in January 2001, focusing on a component designed to help mitigate the growing nursing shortage in B.C. Since January, the ministry has been working closely with the Ministry of Health, Health-Match B.C., and health employers to nominate foreign-trained nurses for expedited immigration processing.

While the initial focus of the program was on foreign nurses, the ministry also began the design of a program component to support private sector employers and other public sector employers meet skill shortages through immigration where it would be of clear benefit to the province. This component of the program is expected to be launched in the first quarter of 2001/02.

Objective: To evaluate the success of meeting provincial goals in the settlement and integration of immigrants into B.C. society

Strategy:

- Implement three-year research plan on impact of immigration on B.C.
- Inform public of results of research
- Develop government policy and service delivery informed by research
- Conduct research and analysis on immigration and impact of immigration on B.C.

Performance Measures/Target Analysis:

As a result of ministry re-organization, the development of a three-year research plan to study the impact of immigration on B.C. was put on hold during 2000/01. It will be pursued again in 2001/02. Although the plan was not put in place, several research projects were completed in support of provincial policy and program development, and in support of developing provincial input on national immigration policy.

Goal 4

To continue to improve the efficiency and effectiveness of Ministry operations in a supportive working environment.

Objective: To achieve accountability and fiscal responsibility in settlement and integration programs

Strategy:

- Pilot Settlement Service Information System (SSIS)
- Develop and implement information system (database) to track English language services provided by educational institutions
- Implement a monitoring and evaluation framework

Performance Measures/Target Analysis:

Information systems development was an important priority for the Ministry of Multiculturalism and Immigration in 2000/01. The Settlement Services Information System (SSIS) pilot was fully implemented by the end of the fiscal year. However, a targeted extension to other agencies under contract with the ministry for the provision of settlement services was not met. Extension is expected following completion of the pilot. SSIS is the only information system of its kind in Canada, and its implementation by the ministry and its service provider partners represents a considerable achievement.

The development of the Student Tracking and Referral System (STaRS) was initiated near the end of the fiscal year, in February 2001. STaRS will support the delivery of English Language Services for Adults (ELSA), and will track student assessment, referral, registration and placement, attendance, progress and student characteristics. This service delivery information will be tracked for the 52 language training organizations and four assessment centres providing service to approximately 8,500 immigrants per year. This system component will be web-based to permit easy access by the language training organizations. It was hoped to have STaRS in place by the end of fiscal 2000/01, however, delays in starting the project due to an information technology staff shortage pushed completion of the system forward into late 2001.

A fully staffed team under the ministry's Community Liaison Division (CLD) was put in place near the end of the fiscal year to design and evaluate funding. Although much of the team's work began late in the year, monitoring and evaluation forms for the ministry's funding programs were created or revised. Analysis of financial inputs and evaluation services for the B.C. Settlement and Integration Program (BCSIP) also began near the end of the fiscal year. A comprehensive monitoring and evaluation framework for ministry-funded programs will be in place by the end of the November 2001, inclusive of full implementation of service data collection through SSIS and STaRS.

Objective: To effectively manage planning, accountability and fiscal responsibility throughout the ministry

Strategy:

- Update ministry's Annual Performance Plan
- Identify ways to improve efficiency and service delivery
- Implement contract performance measures

Performance Measures/Target Analysis:

The ministry's performance plan for 2001-2004 was completed and tabled in the Legislature and placed on the ministry's Web site. The document shows the ministry's priorities, responsibilities and goals over a three-year period and provides a basis to measure ministry outputs.

Implementation of contract performance measures was not attained by the end of the fiscal year due to the need for further evaluation and development of a vital contracting information management tool. Produced by Oracle, this tracking system will provide the ministry with information about service providers, funding levels, deliverables and service standards, terms and conditions associated with funding and evaluations.

The Ministry for Children and Families is currently evaluating and developing a prototype of an Oracle-based database which will be used in an upcoming pilot program involving a variety of provincial social services ministries. The Ministry of Multiculturalism and Immigration has been invited to partner with MCF to play a role in the further planning and implementation of this product by participating in this pilot program, scheduled to take place between September, 2001 and March, 2002. It is anticipated that, should the pilot program prove successful, this product will be incorporated into an overall corporate solution, implemented and administered by a central body beginning in April 2002.

Evaluation reporting on service delivery will be conducted within the monitoring evaluation framework to be completed by the end of November 2001.

During 2000/01, the ministry and its Community Liaison Division underwent significant changes. The division's program responsibilities increased when the federal and B.C. governments signed the *Canada- British Columbia Agreement for Co-operation on Immigration*, transferring primary responsibility for the design, administration and delivery of settlement and integration services for immigrants and refugees in B.C. to the provincial government. In order to ensure the necessary controls were put in place, the ministry requested an internal audit to examine controls operating over contribution and grants within the division.

This audit examined the internal controls and processes of the management and administration of contributions and grants to assess fairness of the application process. It examined the roles and responsibilities within the division to assess adequacy and reasonableness of the organizational structure and the financial reporting to senior ministry management to ensure the division has established a sound accountability framework to report its financial results to the federal government. A draft audit report has been prepared and a final report is due June 9, 2001.

Objective: To manage communication strategies to increase Multiculturalism and Immigration's focus and benefit

Strategy:

- Develop information and awareness materials; issues management; special events; media monitoring; news releases; and other public communiqués

Performance Measures/Target Analysis:

In 2000/01, the ministry had an objective of managing communications strategies to increase the ministry's focus and benefit in the community. The ministry put together a strategy, using a number of communications tools to achieve this objective, including: the development of information and awareness materials, along with ongoing issues management, special events, media monitoring, news releases and other public communications.

Many of the ministries strategies have met with great success. For example, the ministry developed a new, corporate identity for all its publications, based on images of a multicultural society and the theme of "Many Cultures, Once Society." The new graphic design standard for ministry publications is a key component in effective organizational communications. Repeated exposure to this new, meaningful identity builds recognition for the ministry and its goals.

The ministry completed 42 publications and resources in 2000/01, and reprinted many of the more popular titles published in previous years.

Communications also expanded the ministry's Web site, increasing online access to information on ministry programs and resources. Demand for ministry publications was high throughout the fiscal year, with peak requests leading up to Multiculturalism Week 2001. While the ministry supplied general resources, it did not meet the demand for information specific to Multiculturalism Week, such as the *Multiculturalism Week Activity Kit 2000*. Communications will work to meet this demand in 2001/02.

The ministry issued a total of twelve (12) news releases in 2000/01. Considering the broad range of the ministry's activities – from immigration policy analysis, to immigrant settlement services contract management, to its multiculturalism and anti-racism activities, to its promotion of the business case for diversity in B.C. communities – there is an opportunity to take greater advantage pro-active media relations as a means for communicating with the public.

Issues management has been strong and consistent over the past year. Communications successfully provided the Minister and ministry with information and advice on key issues affecting the ministry and its mandate. Media monitoring, a key part of effective issues management, has also been strong, with daily media summaries delivered every morning to all staff in the ministry, and to other ministries across government.

While the ministry has provided a high level of communications service to the ministry, frequent changes in management within the branch in 2000/01 have been somewhat disruptive, particularly in the area of strategic communication and long-term communications planning. In its independent March 2001 report, the Laurier Institution said that the ministry still has much to do to inform the public, the media and the business community on the issues the ministry is concerned with.

In the coming year, the branch will work with other divisions in the ministry on annual communications plans for all ongoing programs and major public initiatives or announcements.

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Communications Tools: Number Completed in 2000/01

News releases	12
Speeches	113
Publications/information and awareness materials	42
Event profiles/special events	74
Positioning notes	40
Media summaries	238
Greeting letters	68

Objective: To implement supportive workplace initiatives

Strategy:

- Develop awareness on employee recognition programs
- Monitor and report on performance management
- Review barriers for recruitment, retention and employment equity objectives
- Develop action plan to manage employee illness and injury

Performance Measures/Target Analysis:

During 2000/01, employee recognition, performance, recruitment, retention and equity were of high importance to the ministry, and employment initiatives during the fiscal year were carried out in direct response to program additions to the government's 'recognition architecture'.

The number of employees honoured through the ministry's Employee Recognition Program exceeded the target set out in the ministry's Annual Performance Plan 2000/01 (10). A total of 53 staff appreciation awards were presented between June 2000 and February 2001, representing 87 per cent of the full staff compliment.

Although the ministry had targeted for completion of performance evaluations for 100 percent of its staff by the end of the fiscal year, this target was not met due to a number of factors. These included the full workloads of managers and supervisors and the number of staff changes in senior management positions during 2000/01. In addition, there are preparations underway to design a more acceptable appraisal process and format. A task force has been established and will report to the ministry's assistant deputy minister by June 2001.

Under an employment equity policy directive, all provincial government ministries must complete an employment equity action plan and provide an annual progress report on the implementation of measures outlined in the plan. The Ministry of Multiculturalism and Immigration completed a draft equity action plan in February 2001 for inclusion in an annual government-wide equity progress report.

Overall, the ministry significantly increased its recognition activities and with the creation of the Workplace Innovation and Awards newsletter, will continue to support human resource management strategies including 'employer of choice' initiatives.

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- Develop action plan to manage employee illness and injury

Performance Measures/Target Analysis:

During 2000/01, employee recognition, performance, recruitment, retention and equity were of high importance to the ministry, and employment initiatives during the fiscal year were carried out in direct response to program additions to the government's 'recognition architecture'.

The number of employees honoured through the ministry's Employee Recognition Program exceeded the target set out in the ministry's Annual Performance Plan 2000/01 (10). A total of 53 staff appreciation awards were presented between June 2000 and February 2001, representing 87 per cent of the full staff compliment.

Although the ministry had targeted for completion of performance evaluations for 100 percent of its staff by the end of the fiscal year, this target was not met due to a number of factors. These included the full workloads of managers and supervisors and the number of staff changes in senior management positions during 2000/01. In addition, there are preparations underway to design a more acceptable appraisal process and format. A task force has been established and will report to the ministry's assistant deputy minister by June 2001.

Under an employment equity policy directive, all provincial government ministries must complete an employment equity action plan and provide an annual progress report on the implementation of measures outlined in the plan. The Ministry of Multiculturalism and Immigration completed a draft equity action plan in February 2001 for inclusion in an annual government-wide equity progress report.

Overall, the ministry significantly increased its recognition activities and with the creation of the Workplace Innovation and Awards newsletter, will continue to support human resource management strategies including 'employer of choice' initiatives.

EQUAL OPPORTUNITY SECRETARIAT – GOALS, OBJECTIVES AND STRATEGIES

Goal 1: To increase representation of employment equity groups in the public sector.

Objective: To enhance accountability of public sector[2] managers

Strategy:

- Develop and seek support for a proposal for performance measures for employment equity for deputy ministers.
- Develop an action plan for implementing a public sector-wide reporting policy on employment equity.
- Attend meetings of the Public Sector Employers Council and other committees to ensure equity remains on agenda.

Performance Measures/Target Analysis:

Diversity in the workplace can only be achieved by ensuring that senior executives are held accountable for achieving results. As such, during 2000/01, a major emphasis was placed on enhancing the performance measures of deputy ministers and creating frameworks for corporate action. The Equal Opportunity Secretariat (EOS) developed a proposal and sought support for performance measures for senior executives. This document may be submitted to the deputy minister for possible endorsement and implementation.

Accountability is also achieved by ensuring appropriate policies exist for long-term action and results. In this regard, senior managers of the EOS attended several meetings of the Public Sector Employers Council (PSEC) to influence and assist various public sector employers in their efforts to bring about diversity in their particular areas of responsibility.

The result of this is that equity did remain very much in the forefront of the business agenda of the public sector employers. A draft of the public sector-wide policy on diversity was developed and presented to the council with a view to building consensus and support.

Objective: To assist in the elimination of barriers to employment equity

Strategy:

- Develop resource materials to assist public sector managers to ensure policies are inclusive of needs of visible minorities and are culturally sensitive
- Review current strategies regarding employment equity and make recommendations for changes designed to increase representation of equity groups at all levels and ranks in the public sector.
- Encourage public sector managers to undertake initiatives such as representative hiring panels and targeted outreach to provide workshops, career fairs and personal contact to B.C. equity group organizations that provide employment services

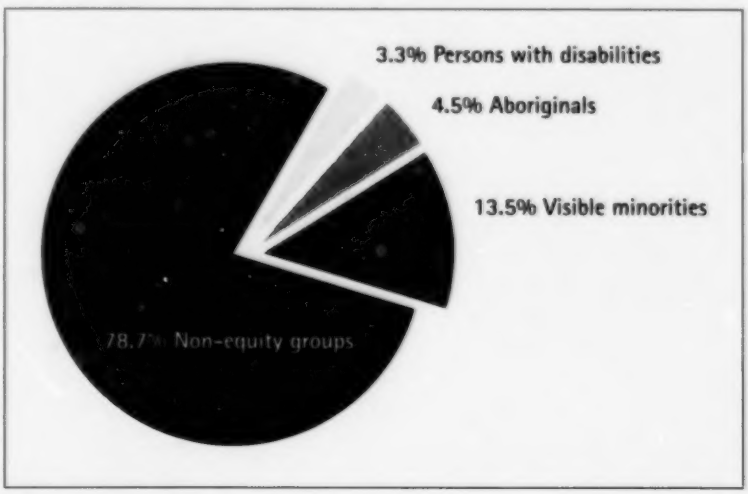
Performance Measures/Target Analysis:

Tools, techniques and best practices are one means of ensuring that public sector managers have a full compliment of resources available for equity in the workplace. During 2000/01, EOS initiated the development of an executive toolkit for diversity, which should be completed during 2001/02. These efforts had a cumulative effect of increasing the representation of equity target groups in regular positions in the public service from January 2000 to January 2001 by 3.7 per cent for aboriginal, 12.6 per cent for visible minority and 2.7per cent for persons with disabilities.

During 2000/01 specific attention was paid to increase diversity in the auxiliary ranks. Traditionally, auxiliary hiring is the best means to enter the public service and to get familiarization for building a long-term career. At January 2001, the hiring of equity groups in the auxiliary ranks was as follows: 4.5 per cent for aboriginal, 13.5 per cent for visible minorities, and 3.3 per cent for persons with disabilities.

On other fronts, the Equal Opportunity Secretariat encouraged government ministries to establish formal partnerships with organizations serving equity groups in various regions of the province; with a result that most ministries are now instinctively starting to ensure there is diversity within the

Figure 2: Public service auxiliary hiring for 2000/01



[2] Public sector includes the public service, Crown corporations and provincially funded agencies such as hospitals, universities and schools.

The engagement of community associations is critical to achieving success in diversity and equity. During 2000/01, a special effort was made to link with aboriginal communities to develop collaborative partnerships. Five formal partnership projects were initiated and completed.

composition of hiring panels. Ministries also participated in 10 information fairs about employment possibilities in the public sector. During 2000/01, over 12,000 individuals from equity groups attended these job information fairs.

Objective: To develop and strengthen partnerships to engage community based groups into the process of change.

Strategy:

- Partner with expert organizations to conduct research and plan for a back-to-work project for injured workers in the public sector
- Partner with aboriginal employment training agencies to promote public sector careers as an option
- Consult aboriginal communities to develop long-range plans to increase representation in emerging professions in the public sector
- Consult major community groups on the impediments to representation and progress of employment equity
- Based on community feedback, identify professional organizations for review of accreditation systems

Performance Measures/Target Analysis:

The engagement of community associations is critical to achieving success in diversity and equity. During 2000/01, a special effort was made to link with aboriginal communities to develop collaborative partnerships. Five formal partnership projects were initiated and completed. As well, five consultations were held with aboriginal communities on issues of diversity and to get feedback on constructive approaches to increasing the representation of aboriginal people in the government's workforce.

Consultations were also held with other equity groups across the province. These consultations proved in general that the diversity initiatives launched by EOS received widespread public support. Generally, the feedback related to suggestions that government increase its scope to cover all aspects of access to services and programs, particularly in areas such as economic development, youth entrepreneurship and related services.

During 2000/01, a project was initiated to develop a template for a back-to-work strategy to ensure that disabled employees are re-integrated into the public sector workforce. This approach has been very successful in private industry, and it is hoped that the template will be presented to senior executives in 2001 for possible implementation as a demonstration project.

Two public forums were also held during 2000/01 on the recognition of foreign qualifications. As a consequence of these forums, EOS will review the possibility of supporting a demonstration or pilot project with the involvement of non-profit groups, employer associations and other stakeholders.

Objective: To inform the public and equity groups and communicate government's commitment to employment equity principles

Strategy:

- Continue to implement Partners in Equal Opportunity Fund for job fairs, recruitment access, etc. to help develop community capacity for employment equity
- Highlight public sector innovations in employment equity through a semi-annual newsletter
- Consult with community groups on progress of public sector regarding employment equity

Performance Measures/Target Analysis:

The Partners in Equal Opportunity Fund is a relatively small amount of assistance ($150,000) available for community groups to participate in projects that help promote equity principles. A number of initiatives were funded during 2000/01, ranging from job information fairs to community consultations. One significant project involved partnering with the Collaborative Visions groups in the interior of the province. This initiative brought together over 10 aboriginal organizations and focused on diversity issues. As a result, several partnerships were developed between the aboriginal organizations and government ministries.

Some of innovations on diversity and individual efforts of various managers and executives were highlighted in the Equal Opportunity Secretariat News newsletter. Over 5,000 copies were printed and circulated to inform public sector managers of projects being undertaken in other departments. It also provided managers with an opportunity to network and collaborate on best practices across the public sector.

The Equal Opportunity Secretariat has continually sought community feedback on improving its business plan to achieve tangible results. One such source of this feedback is the Minister's Advisory Committee on Employment Equity. This 11-member committee, consisting of senior community and business leaders, met four times during 2000/01, two of these meetings were open to the public and provided individuals and opportunity to comment on the work of the secretariat. Generally the feedback has been very positive with encouragement to continue with the current business direction.

Goal 2 To support the public sector in developing and delivering programs and policies that are inclusive of B.C.'s visible minority communities.

Objective: To identify areas where the public sector can make improvements to its capacity to serve and deliver programs to visible minorities.

Strategy:

- Advocate for the need for public sector organizations to build expertise in Punjabi and Chinese languages
- Continue operating 1-877-BY-MERIT toll free public information line on referrals for foreign credentials
- Continue roundtable discussions on service delivery between public sector executives and visible minority leaders

Performance Measures/Target Analysis:

During 2000/01, the Equal Opportunity Secretariat focused on a two-pronged strategy:

- To increase representation of equity groups in the public sector; and
- To support the public sector in developing and delivering programs and policies that are inclusive of British Columbia's visible minority communities

This approach has resulted in increasing community involvement in government's efforts on diversity. As well it has enabled EOS to add real corporate value to the efforts of government ministries by creating points of access to aboriginal and visible minority communities across the province.

Throughout the year, five roundtables were held with business leaders on enhancing the delivery of government services to visible minority and aboriginal communities. Two were with the Chinese community, two with aboriginal leaders, and one with the Indo-Canadian community.

The roundtables were well attended by public sector managers and executives and resulted in increasing their awareness of the unique needs of visible minority communities, particularly, the need to provide services in languages other than English.

The 1-877-BY-MERIT information line on foreign qualifications continues to serve large segments of the community. It is generally recognized as a single source for referral information for individuals seeking advise on foreign qualifications.

Without... [the Ministry of Multiculturalism and Immigration's] funding our work would be very difficult.

–Community Respondent

A Brief Study about the Impact of Multiculturalism and Immigration Programs for BC

The Laurier Institution, March 2001

Resources

REPORT ON RESOURCES

Budget and FTE's

In 2000/01 the budget of the ministry was $35 million, of which $24.5 was recovered from the federal government. This included the Minister's office (0.4 million), but did not include the Equal Opportunity Secretariat (0.8 million). The number of personnel to carry out the work of the ministry in multiculturalism and immigration settlement has been approved at 56 FTEs[3] (plus five for the Minister's office).

Vote 39 – Ministry of Multiculturalism and Immigration – 1999/00 & 2000/01
Vote 37 – Ministry of Multiculturalism and Immigration – 2001/02

Description	FTE	1999/00 Voted Budget	FTE	2000/01 Restated[4] Voted Budget	FTE	2001/02 Voted Budget
Minister's Office	0	$376,000	5	$582,000	8	$594,000
Capital Budget		$21,000		$21,000		$21,000
Multiculturalism and Immigration[5]						
Salaries and Benefits	56	$3,223,000	64	$3,180,000	64	$3,867,000
Operating Costs		$1,719,000		$1,726,000		$1,863,000
Grants/Contributions		$27,606,000		$30,822,000		$38,627,000
Other Expenses				$ 10,000		
Recovery w/n Gov't						
Federal Recovery		($24,474,000)		($24,474,000)		($25,874,000)
Total		$8,074,000		$11,264,000		$18,483,000
Capital Budget		$ 29,000		$ 25,000		$ 181,000
Equal Opportunity Secretariat	5	$786,000	5	$843,000	5	$802,000
Capital Budget		$ 14,000		$ 19,000		$ 19,000
Budget Total	61	$ 9,236,000	74	$ 12,689,000		$19,879,000
Capital Budget Total		$64,000		$65,000		$221,000

[3] FTE = full-time equivalent personnel
[4] In February the ministry became a free-standing ministry. Additional budget allocated by Treasury Board.
[5] Includes the allocation of $250,000 and three FTEs for the Community Partners Program

REPORT ON RESOURCES

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Appendices

APPENDIX A: MANDATE AND STRUCTURE

Mandate

The multiculturalism and immigration mandates of the ministry have distinct objectives.

Multiculturalism initiatives and programs promote harmony in a culturally diverse community, cross cultural understanding and respect, and equity of participation for all British Columbians by:

- implementing the objectives of the *Multiculturalism Act*,
- facilitating government, Crown corporations, and public institutions responses to cultural diversity,
- working to end all forms of racism, conflict and discrimination based on colour, cultural heritage, religion, ethnicity, ancestry and place of origin,
- promoting cross cultural understanding at the community level,
- promoting institutional change to achieve inclusive institutions and service delivery, and
- acting as Secretariat to the Advisory Council on Multiculturalism.

Multiculturalism objectives are mainly concerned with the full participation of British Columbians in all spheres of activities.

Immigration research, policy and programs maintain the benefits of immigration for B.C.'s social and economic development by:

- enhancing B.C.'s authority to address the province's social and economic interests in the management and planning of Canada's immigration system,
- providing services to achieve the social and economic integration of new immigrants who need assistance with their settlement, and
- promoting immigration to B.C. to those who have skills, investment and other contributions to make.

Immigration research, policy and program objectives are mainly concerned with the integration of recent immigrants into B.C.'s society and economy.

This mandate for multiculturalism and immigration occurs within the following legislative and legal framework:

- *The Constitution Act*, 1967
- *The Immigration Act*, 1976
- *The Ministry of International Business Immigration Act*, 1990
- *The Multiculturalism Act*, 1993
- *The Agreement for Canada–British Columbia Co-operation on Immigration*, May 19, 1998

The Equal Opportunity Secretariat mandate of the ministry is to direct, advocate and monitor the progress of employment equity in the public sector. This mandate is not only a programming requirement to bring about employment equity, it is also directly linked to the following legislation:

- *Human Rights Code, Section 42.1* specifically allows for the implementation of an employment equity program to improve the representation of target groups
- *Public Service Act - Section 2(b)* - explicit objective to "recruit and develop a well qualified and efficient public service that is representative of the diversity of the people of British Columbia."
- *Public Sector Employers Act - Section 6(2) (c)* provides for the co-ordination of initiatives with respect to human resource practices, such as employment equity.

Structure and Operational Responsibilities

APPENDIX B: GLOSSARY OF PERFORMANCE PLANNING REPORTING TERMS

Annual performance report
A ministry document required by the *Budget Transparency and Accountability Act* (BTAA), to be tabled in the Legislature by June 30 every year. This report may contain information normally found in a traditional annual report, with the additional requirement that a ministry's performance in meeting its goals and targets is emphasized in the document. The document must link directly back to the ministry's performance plan. The annual performance report for 2000/01 will be the first iteration to replace the traditional annual report style.

Business area
A set of key activities or programs or budget areas related to the purpose, role and mandate of the ministry. Most ministries will have three to five key business or program areas; larger ministries may have more.

Efficiency measure
Measuring the relationship between the amount of input (usually dollars or employee-years) and the amount of output or outcome of an activity or program.

Environmental scan
Summary information for critical thinking about, deciding on and preparing a future course of action. An environmental scan assesses the ministry's internal strengths, weaknesses, challenges and opportunities. The scan examines factors within the ministry that can positively or negatively affect its ability to accomplish its mission, goals and objectives. The scan also assesses external forces that significantly affect the ministry.

Full-time equivalent (FTE)
The equivalent of one person working 1,827 hours in one year.

Goal
Goals are the long-term ends that the ministry (or a business or program area) wants to achieve in fulfilling its mandate and mission. Goals must be realistic and achievable.

Input measure
A measure of the amount of resources (dollars and FTEs) used to undertake a function.

Mission
The reason for the ministry's existence. The statement identifies what the ministry does, why it does it, and for whom. It also reminds the public and other government entities of the unique purposes promoted and served by the ministry. The ministry's goals, objectives and strategies must be consistent with its mission statement.

Objectives
Objectives are concise, realistic, results-oriented statements of what a ministry or program achieves in the short-term on the way to accomplishing its goals. Objectives must be stated in a way that clearly communicates what is to be achieved and measured or assessed, and by when.

Outcome measure
Measuring the results and consequences or changes in conditions, behaviours or attitudes that indicate progress in achieving a program's or ministry's mission and goals. Outcomes may be immediate, ultimate, or somewhere in between.

Output measure
A measure of the level of service provided by a program (i.e., what and how much came out of a program or service). The measurable unit can be a number, percentage or ratio.

Performance measure
A performance measure (sometimes referred to as an indicator) can be used to indicate the degree of success a ministry has in achieving its goals and objectives. When a measure has a specific numeric value attached to one aspect of the performance under consideration, it is then typically referred to as a performance indicator.

Performance plan
A plan that describes a ministry's purpose or mission, its direction or vision, its goals and objectives, the operational strategies it will use to achieve those objectives, and how it will know that it has been successful (i.e., through the use of performance measures and targets).

Performance target
Targets express pre-set, quantifiable performance levels to be attained at a suture date.

Program
A set of activities with clearly defined dedicated resources and measurable objectives that are coherent and consistent.

Result
A consequence, issue or outcome of an action or series of actions. Often used synonymously with "outcome" and/or "output."

Strategic context
The strategic context of a performance plan provides high-level information that describes where a ministry is now. It usually includes a ministry's vision, mission, values and environmental scan.

Strategic plan
The high-level, government-wide corporate document that outlines the government's vision, mission, values and key priorities for the medium to long term.

Values
The value statement expresses a ministry's core values or fundamental beliefs. Values define the ministry's management style,
- organizational values and code of conduct for personal and organizational behaviour.

Vision
A clear and compelling picture of a ministry's preferred future; where the ministry is going and where it wants to be. The vision must be sufficiently desirable and challenging to motivate and inspire ministry employees and influence decision-making.

APPENDIX C: LIST OF MINISTRY PUBLICATIONS

The Ministry publishes a variety of resources on multiculturalism, immigration, anti-racism, and related topics, including:

British Columbia Newcomers' Guide to Resources and Services: This book familiarizes newcomers (and long-time residents) in accessing government services, programs and resources. Written in plain English, the guide also provides basic information about living in B.C. This Guide is also available in Chinese, French, Punjabi, Spanish and Vietnamese.

British Columbia Special Immigration Report, March 2000: This 18-panel pamphlet features statistics and graphs on immigration to B.C., including: immigrant arrivals, ethnic origins of foreign-born population, immigrant landings by class, English language ability and education.

Business Case for Diversity, February 2000: The forum, held during Multiculturalism Week 2000, promoted the benefits of a culturally diverse business sector. Topics include: diversity strategies to increase marketshare; effective management of a diverse workforce; and how to audit practical results from corporate diversity initiatives.

Directory: British Columbia Multicultural, Anti-racism and Immigrant Service Organizations, March 2000: Lists organizations across B.C. involved in multiculturalism, anti-racism, human rights, community service and immigrant settlement. Also includes ethnocultural organizations, ethnocultural and multicultural media, heritage language schools, and English Language Services for Adults (ELSA) providers.

Effective Factors in Promoting Institutional Change, August 2000: Information on organizational strategies that have proven effective in promoting institutional change. Case examples of diversity, race relations and multicultural initiatives from school districts, colleges and hospitals/health agencies.

End Racism Awards, 2000: Profiles the nine projects awarded a 2000 End Racism Award by the Ministry of Multiculturalism and Immigration.

Enhancing the Multicultural Environment in Your School – A Handbook for Educators and *Cariboo Hill: Multicultural in Action (Video, 1997):* This handbook and accompanying video provides information and ideas on how to enhance the multicultural environment in your school.

Ethnocultural/Multicultural Events Calendar: Monthly calendar listing events across B.C. related to multiculturalism, anti-racism, cross-cultural understanding and/or immigrant settlement.

Framework for Diversity, A, 2000: An overview of concepts, definitions and principles of terms including diversity, multiculturalism, human rights, employment equity and social justice.

Moving to British Columbia? Plan Ahead, 1999: Information for immigrants to B.C. on the job market, credentials assessment and cost of living. Published in partnership with the Government of Canada.

Multiculturalism Week Activity Kit, 2000: Provides information and activity ideas to promote Multiculturalism Week in schools, workplaces and communities.

Multicultural Profiles: This on-line resource provides summaries of the immigrant population and ethnocultural composition for most B.C. municipalities, including all regional districts and development regions. www.gov.bc.ca/mi/rpts/profiles.htm

Multiculturalism Resource Manual for Ministries and Crown Corporations: This resource includes the objectives of the *Multiculturalism Act* of BC, benchmarks and indicators of a culturally responsive ministry and Crown corporation, and a self-assessment tool to measure progress in meeting objectives in multiculturalism.

Ministry of Multiculturalism and Immigration 2001 Wall Calendar

Prejudice Reduction, Research and Implications, 2000: This paper discusses major findings from the recent research on prejudice reduction, most of which were conducted in the 1990's, and their implications to educators and those concerned about societal change.

Report on Multiculturalism, Government of British Columbia 1999-2000: Reports on the activities of the B.C. Government, Crown corporations and the Advisory Council on Multiculturalism in support of the *Multiculturalism Act*. Tabled annually in Legislature.

The Right to Belong, 1999: This 38-minute video was produced by the Knowledge Network, Open Learning Agency, and the Ministry of Multiculturalism and Immigration to highlight the objectives and challenges of multiculturalism in British Columbia.

Schools Responding to Racism, 1999: This five part series offers strategies for resolving racism and conflicts to students, parents, elementary school teachers, secondary school teachers and administrators. The strategies focus on non-confrontational ways to address racism and arrive at a better understanding of other cultures.

Video Resource Guide, 1999: Lists videos on the topics of anti-racism, multiculturalism, cultural issues, immigrant settlement and more.

What is Multiculturalism? The Myths and Facts, 2000: This pamphlet challenges the myths surrounding multiculturalism by providing accurate information on the goals and objectives of the concept of multiculturalism. The pamphlet is also available in Chinese and Punjabi.

Working Forum on Multiculturalism, September 1999: This report summarizes the forum on multiculturalism for Ministries and Crown Corporations held September 23, 1999, with keynote speaker Byron Kunisawa, an internationally renowned expert in diversity and organizational change.

Visit the Ministry of Multiculturalism and Immigration's Web site at www.gov.bc.ca/mi for information on ministry programs, publications, and activities. The Web site features information on multiculturalism in 11 languages.

In addition to titles published by the Ministry, Multiculturalism BC maintains a resource library consisting of books, pamphlets, training manuals and videos on multiculturalism, anti-racism and a host of related topics.

The materials in the resource library are available for loan during regular business hours 8:30 a.m. to 4:30 p.m. Requests for materials can also be made by contacting Multiculturalism BC at (604) 660-1188.